

SIERRA MADRE NEWS

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SIERRA MADRE, COUNTY OF LOS ANGELES, CALIFORNIA

FRIDAY, JANUARY 3, 1936

Farewell, '35 And All Hail The New Year

Wistaria Town Keeps Holiday Festival With Many House Parties

SIERRA MADRE with no vain tears—crocodile or otherwise—kissed 1935 farewell and greeted 1936 with the usual fervor Tuesday night. It wasn't all just noise and jollification, for Alfred Dewey and his faithful corps of assistants were putting the finishing touches on the Wistaria Town's beautiful entry in the Tournament of Roses.

Besides these preliminary activities, open house was kept by numerous hosts and hostesses in every portion of Sierra Madre and two groups of young folks greeted the infant year noisily at parties held in the Woman's Clubhouse.

Mr. and Mrs. Robt. M. Hicks of 550 Oakdale Drive dispensed hospitality at their charming home on New Year's Day.

WEESEE PARTY HAILS

ARRIVAL OF NEW YEAR
A smart New Year's Eve dinner party was given by the Elmer Weeses of Canyon Drive on Tuesday evening to a group of friends.

Mr. and Mrs. C. M. Cudde of 658 Orange Drive have as their house guests over New Year's, Mr. and Mrs. H. A. Durnell of San Diego.

MERGING OF CHRISTMAS,

NEW YEAR CELEBRATION

Mr. and Mrs. A. E. O'Bannon of 337 Canillo street, were New Year's dinner guests of Mr. and Mrs. John Sutherland, of Arcadia, together with Mrs. Mabel Sutherland, of Sierra Madre.

Meantime, Christmas celebrations were so merging into New Year's festivities that there was no keeping the two apart. Thirteen guests, in merry mood, paid honor to a savory feast and a stately tree at the House of Pulling on Christmas. Among those who enjoyed the day with Mr. and Mrs. A. E. Pulling were Mr. and Mrs. Ivan John Sharpe, of Alhambra, the Elmer Pullings, Mrs. Sedgman and daughter of Sierra Madre and Mr. and Mrs. Dewey Pulling of Los Angeles.

Mr. and Mrs. H. J. O'Rourke of 377 North Lima had as their holiday house guests, Mrs. O'Rourke's sister and family, Mr. and Mrs. Theodore Lusty and baby son, Wayne, of Salt Lake City.

The new log cabin home of Mr. and Mrs. O. P. Luse, 577 Woodland Drive, was again thrown open to a group of friends and relatives who gathered on Tuesday evening to watch the old year out and herald in the new.

In the party were Mr. Luse's brother, O. H. Luse and wife of Gardena; Mr. and Mrs. Clarence Alward, Long Beach; Mr. and Mrs. C. O. Walden of Huntington Park.

SIXTEEN GUESTS ABOUT

ONE FESTIVE BOARD HERE

Mrs. R. J. Webster of 121 E. Alegria is entertaining her sister-in-law, Mrs. David Andrews of Spokane, Washington. They followed the usual procedure on New Year's Day, namely witnessed the Rose Tournament and

(Continued on Page Five)

Better Fire Protection Assured Now

Construction Of Ranger Station Means Greater Safety In The Mountains

Construction was started this week on the new Sierra Madre Ranger Station at the top of Santa Anita Drive. District Forest Ranger John P. Kaye and his family will occupy the station house on the one-acre site when it is completed. The station will consist of two dwellings, an office, and a garage. The work will be done by WPA carpenters and CCC workers under the direction of Clyde Thyberg, construction superintendent for the Angeles National Forest. Ranger Kaye stated that the Sierra Madre-Arcadia-Monrovia fire guard will reside at the station during the summer fire season.

Work was also started this week on the Forest Service telephone trunk line No. 6 which is to extend from the Sierra Madre Ranger Station to the West Fork San Gabriel Station. It will follow the Santa Anita Canyon route dividing into two forks, one going to the Arroyo Seco and the other to Yetter Mountain and Chaleo.

More Citizens Join Ranks Of Float Builders

Twenty-five more individuals and two organizations—the Kiwanis Club and Volunteer Firemen—joined the Wistaria Town float builders with contributions this week, making 68 in all. With the payment today and tomorrow of other promised contributions the float committee expects to have sufficient funds to meet all requirements. The latest contributors are:

Waverly E. Pratt
Daniel H. Lewis
Sierra Madre Kiwanis Club
James Heasley
Deckers' Bake Shop
Mrs. L. M. Hayden
T. S. Mathis
Henry Isaacs
Dr. L. L. Krebs
B. Solnit
E. Waldo Ward
H. M. Hickock
Mrs. Lida Grant
Hartman & Son
Firemen's Club
Preston Schwartz
William Middough
Dr. J. L. Woehler
Mrs. Preston's Coffee Shop
Carlin G. Smith
Carrie Ida Lawless
R. S. Corlett
Wm. Lauren Rhoades
Harlan S. Gerlach
Harold Roberts
City of Sierra Madre
J. C. Whyte

New Homes Here Worth Over \$111,000

Increase Of \$45,000 over '34
Brings Many Fine Families And Dwellings

A jump of almost \$45,000 in building permits marked Sierra Madre's advance in 1935 over the preceding year. The official figures as given to THE NEWS by Waverly Pratt, City Clerk, are \$111,838 for the past 12 months, while a total for 1934 was a mere \$74,079.

Mr. Pratt pointed out, moreover, that the above figures are limited to new building within the corporate limits, while many of the most elaborate building operations in the Sierra Madre zone could not be included because they lay just beyond the Sierra Madre line, particularly to the east and south. In the latter category are many beautiful and costly homes, all of which will be dependent on this city for water, police and fire protection, also, in a general way, for commercial supplies. Many of the residents of these new homes are already taking an active part in the social life of Sierra Madre and consider the Wistaria Town as their own.

That the past year's substantial advance in the local building trade is not the result of an exceptional boom but marks the city's steady advance is shown by the building totals for the past seven years:

For the year 1929, \$155,130 was spent; for 1930, \$207,257 (this included the local grammar school which cost \$128,000); 1931, \$129,369 (this included the Mater Dolorosa Monastery which cost \$45,000); for 1932, \$55,870; for 1933, \$57,372; for 1934, \$74,079; and for 1935, \$111,838.

City Sign Toppled Over When Driver Avoids Collision

W. C. Westerbrook of 76 North Fair Oaks avenue, Pasadena, night foreman on the Sierra Madre Metropolitan Water District tunnel, ran into and knocked over the neon "Sierra Madre" sign at the corner of Baldwin avenue and Foothill Boulevard last Tuesday.

Following a rim mark leading from the sign Chief of Police Gordon McMillan traced the car to the corner of Mt. Trail and Grand View avenues where he found a black Durant sedan. The front of the car was damaged and the left front fender had the imprint of a post on it. Pieces of neon tubing were found in front of the car between the fender and hood.

Westbrook said that he was turning north on Baldwin from Foothill when a car came south on Baldwin and failed to make a boulevard stop, and he had to run his car over the curb to avoid hitting the oncoming car. He said the car did not stop after the accident.

Sierra Madre Shines In The Rose Parade

Sends Beautiful Girls, Wonderful Horse And Wistaria To Tournament

SIERRA MADRE'S float, "The Wistaria Town," got a good hand all along the route of that gorgeous big parade, even if it did fail to take a prize in Pasadena's great annual pageant, the Tournament of Roses, New Year's Day. It was Pasadena's forty-seventh event of the kind—Sierra Madre's first in many years. And a brave and beautiful first it was. But you see the theme of this tournament was "History in Flowers," and while our Wistaria vine may be considered as local history, it can't hardly be considered as historic yet. Anyway, that's what the judges said and, after all, they were the judges. It did seem a pity, though.

Right up to the break of a bleak dawn Alfred Dewey, designer of the float, and a score of other good citizens—men and women, boys and girls—worked on the float, a wet job and a cold-footed one in Norm's garage and the Sierra Madre Lumber yard. The city owes them all a vote of thanks.

Then, with the last of the stars still blazing in the blue, four beautiful Sierra Madre girls hustled over to City Hall for the ride to the tournament town. Even before that the float was on its way—crawling along to keep from shaking off its flowers. The girls were Frances Scott Key, who represented painting; Haidee Addis, the muse of Music; Helen Jackson, the perfect symbol of Health—even though she had been complaining about a cold the day before; and Evelyn Solury, who carried a scroll and was a bright honor for local literature.

In the bright morning sun the float was a dream of lavender, gold and pale green; the girls who embellished it were as beautiful as any of the thousands of others who graced the pageant. As a matter of fact, the impression made on one hardened pageant-seer was that the beauty of the girls in this spectacle transcended even that of the flowers.

In this latter respect, Sierra Madre got away to an easy first and kept it, when beautiful Lynn Farman appeared on her superb Palomino El Valador, both of them from the Wistaria Town, and justly leading the whole parade. Miss Farman, with out-riders on other Palomino mounts all in early California "hacendado" outfits, touched the high key-note of all the splendors to follow.

These splendors included hundreds of other fine horses and riders, both men and women, all of them also equipped in the early California mode. These were as native to the day and place as the warm sunshine, the ocean of mid-winter flowers, and Old Baldy shining in the background. It was a spectacle that couldn't possibly be matched anywhere else in the world.

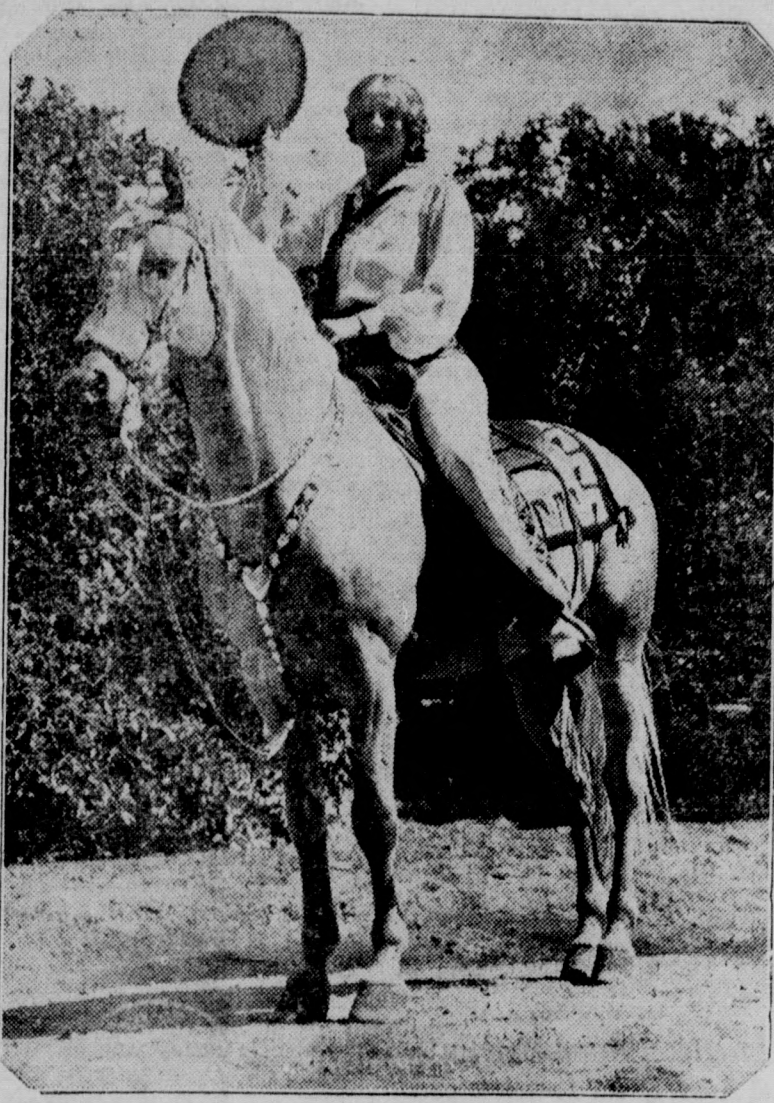
It is reckoned that a million and a quarter of spectators packed Pasadena and the surrounding country in honor of the event, and this furnished the one fault in the otherwise errorless day. At that, it wasn't the crowd's voluntary fault. A better-natured horde probably never assembled. The day passed with but a single dispute reported by the police.

But there were times along the line of march when the packed crowds simply could not be held in check—times when the huge floats, many of them from 60 to 80 feet long and 12 and 15 feet wide—could not find space to make the turns. And this caused numerous delays and a score or more of minor accidents. The result, at any rate, was educational. The managers of future tournaments will make their plans accordingly and already far-reaching modifications are being planned—to make the tournament less unwieldy, to simplify the line of march, and to "canalize" the flow of spectators both coming and going.

As a result of the congestion and delays, it was late—long past noon—when the Sierra Madre float reached Tournament Park in and near where a good many loyal Sierra Madre rooters had packed themselves in since early

(Continued on Page Six)

SIERRA MADRE HEADS LINE WITH TWO GREAT BEAUTIES



ONCE more two widely famed beauties, both from nowhere else than Sierra Madre, led the great parade of the Tournament of Roses this year. The leaders were, as in former years, Miss Lynn Farman, daughter of Mrs. Hazel Farman, of 205 West Orange Grove Drive, and one of her favorite horses, El Valador—this time—one of Mrs. Farman's celebrated Palominos from her renowned stables at the same address.

From start to finish along the line of march horse and rider were greeted with a rolling ovation that drowned out the music of the bands. Miss Farman, beautifully dressed in white and gold, held aloft a gold-fringed American flag. El Valador, the mount, was also in white and gold—the natural coloring of the Palomino strain, and his coat

was as brilliant as his trappings, which were also in the prevailing color scheme. About his arched neck was a rich floral collar of fresh calendulas.

Miss Farman and El Valador have become such an outstanding attraction in even such an overwhelming spectacle as the Tournament of Roses that the event could hardly be considered entirely satisfactory without them. Theirs is the authentic thrill that comes to most people but once in a lifetime. The two of them—known wherever seen as "the beautiful girl on the beautiful horse"—have led other famous parades, notably the million dollar stock review of prize-winners at the Los Angeles County Fair, Pomona's annual festival. But never have they been seen to better advantage than they were this year in Pasadena.

Some Sidelights On The Great Tournament Of Roses

By PERLEY POORE SHEEHAN

TO A NEWS reporter seated in the reviewing stand of Tournament Park it looked as if all those beautiful girls who adorned the floats—heroically, for the good of their hometowns and Southern California—didn't get the right sort of break from the Tournament committee. They'd risen before daylight, sat up there in their places for hours and hours, posed and smiling, some with practically no clothes and others in costume; and then, when the floats were rolled into place in Tournament Park and the show over so far as the girls were concerned, no one there to help them down, or help them to be comfortable, and so on—no car to carry them to a dressing room, for example. And you'd have to be an acrobat to get down from some of those floats, even without high-heeled slippers on.

FUNNY HOW that huge crowd in the official grandstand reacted to the County Supervisors. Everybody else got a warm enough greeting as they came riding up and were intro-

duced over the loud-speaker—the queens and governors, and so on down. But here came Messrs. Jessup and Legg, and Ford and Quinn and McDonough—the names of each and all of them boo-hoing like thunder from the big horns at the top of the broad-casting mast. The gentlemen smiled and bowed. The crowd sat still. There was not a single hand-clap.

EVERY NOW and then—a little too often, maybe, just from force of habit—that broadcaster at Tournament Park reminded us folks who his sponsor was. And he made that perfectly clear. But the way he balled up names and other words when he spoke of the pageant got many a hearty laugh.

BARBARA NICHOLS, queen of the Tournament, and Peggy Gamble, queen of the Australian float, made one beautiful combination of blonde and brunette as they sat together in the Park grandstand along with Governor Alfred of Texas, grand

(Continued on Page Six)

BONFIRE AND SUPPER WILL CELEBRATE FLOAT'S FINALE— CO-WORKERS ALL INVITED

NO DISMAL BURIAL on the village dump for the Wistaria Town's float in the Tournament of Roses, but the sort of obsequies the poet Shelley had on the shore at Naples: It's going up in a blaze of glory. This float is historic, and to mark its passing the promoters of it are going to hold a bonfire and a supper. At which event, everyone who contributed to the making of the float in anyway—by money, labor, goodwill or flowers—is not only cordially invited, but urged, to be present.

The bonfire—the sort that no one will care to miss—will be touched off at 6 o'clock Wednesday evening in the old baseball grounds on the former Yerxa property, opposite the Post Office, and the firemen are going to be there in force to see that the big blaze stays put. The blaze will be a hearty one, for the heart of it will be fed by the float itself and all that garnished it.

Then, after the cremation, the whole party, all those who helped launch this floral Argosy, will adjourn to the Legion Dugout in the City Hall for a get-together around an ample buffet. Where—quien sabe!—you may forget all about your regular supper and find so many friends you'll stay awhile.

In any case, there'll be plenty to eat and to talk about. Not all just post mortem stuff, either, this talk; for the future greatness of the Wistaria Town will also have a part in the confab.

So put it on that new calendar of yours: Next Wednesday evening at 6 p.m., and this is your personal invitation if you had anything to do with the float.

Sierra Madre Now A City Of Two Major Boulevards; Old Street Names In Discard

Thoroughfare To San Marino Junction Takes Name Of This Municipality

EFFECTIVE THURSDAY
Michillinda Boulevard To Extend From Mountains Here Across Valley

SIERRA MADRE will be a city of two main boulevards—one east and west and one north and south—when the City Council adjourns next Wednesday evening after having finally adopted

ordinances designating Central avenue as "Sierra Madre Boulevard" and Sierra Madre avenue as "Michillinda Boulevard."

Both measures were passed on first reading at a special meeting of the Council Friday night. Central avenue, main stem of the community since its settlement and already designated as Sierra Madre Boulevard from the westerly city line through Pasadena and San Marino to the junction with Huntington Drive in the latter city, becomes a through major boulevard from the Arcadia city line, with the probability that at its next meeting the Arcadia Council will extend the new designation through that city eastward.

Sierra Madre avenue, from Foothill Boulevard north, was also one of the original streets. It gives way to the name of "Michillinda Boulevard," which now starts at Foothill Boulevard just west of Sierra Madre avenue, and extends across the valley. It is one of the regional planning commission's program as a direct major highway from the Sierra Madre mountains to the sea—along with Baldwin avenue, which will ultimately head on to the sea near Long Beach under its present title.

That portion of the present Sierra Madre avenue between Orange Grove avenue and Foothill boulevard lies in county territory and the County Supervisors readily agreed to change the name when this city had acted. There will be a jog in this end of that particular boulevard which local and county officials hope may eventually be straightened out.

Pasadena's trustees had already designated what had been known as North Huntington Drive as Sierra Madre Boulevard. The same thoroughfare through San Marino has been Sierra Madre avenue for many years and it remains only for the San Marino council to change the designation from avenue to boulevard, which will promptly be done.

Immediately after the final formality by the local Council on Wednesday, the street signs in the city proper and through the Hastings ranch will be changed to read "Sierra Madre Boulevard." At the same time the old Sierra Madre avenue will cease to exist, just like the old year.

"We hope," City Business Manager Al Myers told the Council Friday night, "that long before we celebrate the passing of another old and welcome the coming of another new year, that we shall have still another 'from the mountains to the sea boulevard'—this one a continuation of Baldwin avenue in the mountains of our own city through the historic Baldwin ranch and on through the San Gabriel Valley to the sea.

LOCAL FORUM WILL TAKE UP TOPIC OF COUNTY CONTROL— WARM DEBATE IS EXPECTED

Opening Of Year's Civic Program On Tuesday Inaugurates Big Program

SIERRA MADREANS, residents of other towns, representatives of the local government and one or more of the County Supervisors are all expected to get together in Sierra Madre on Tuesday evening, January 7 when the local Forum gets under way for the new year by an open debate as to the advisability of having the county take over the management of many activities of this municipality.

The Forum debate was directly inspired by the recent resolution passed by the local Council early in December inviting the Supervisors to study the costs of Sierra Madre's government with a view to taking over conduct of various functions if a saving to local taxpayers can be shown. The supervisors at a recent meeting referred the resolution to its Bureau of Efficiency for consideration and a report.

In the meantime other towns in Los Angeles County are watching Sierra Madre's lead and are expected to follow it, either in accepting or declining County control. As a result, interest in the forthcoming Forum debate has taken on more than a local interest and more than the usually large crowd is expected to be present.

The Forum will hold its meeting in the City Hall and it will be called to order at 7:45 p.m.

The new "one-man" system inaugurated by the P.E. for its cars on the Sierra Madre line will also be brought up for discussion. All in all, the first meeting of the year promises to be a hot one.

Meantime, plans are well under way to make 1936 the greatest year in the Forum's history. There will not only be a presentation of the political and economic views, by prominent speakers of all legitimate parties, but there will also be an elaborate program of talking motion pictures and illustrated lectures dealing with out-door life in all its phases, such as forestry, camping, fishing, conservation, and kindred topics.

Major John P. Kay, district ranger in the United States Forest Service, will personally cooperate with the Forum management

(Continued on Page Six)

New Kiwanis Officers To Be Installed

Hobart Alter of the Ontario Kiwanis Club and newly-elected lieutenant-governor of the Kiwanis in this district, will install Rev. Arthur O. Pritchard, pastor of the Congregational Church, as president of the Sierra Madre Kiwanis Club to serve during the year 1936 on Tuesday evening, January 7, at 7 p.m., at the Woman's Clubhouse. Clarence Huntsinger, president for the year 1935, will become immediate past president. Dr. M. H. A. Peterson will be installed as vice-president, Jack Hosford as secretary, and Bill Middough as treasurer. Club directors elected for 1936 who will also be installed are Harry Lange, John Spoelstra, Ray Calkin, J. Earl Gossard, Roy Pickett and C. B. Klunk.

The committee for the event, composed of William Middough and Doc Woehler, announces that a good dinner is in store for Kiwanis members and their wives. A musical program will also be given.

Legg Expects Early Start On Conversion Of Ross Field Into Great Recreation Park

Returning from a trip to San Francisco, Herbert C. Legg, chairman of the board of supervisors, said he was "hopeful" that work on the Ross Field park improvement project will get under way soon.

While in San Francisco, Legg discussed the park program with WPA authorities and the funds probably will be allocated within a short time.

The project has been approved by WPA officials in Washington, and \$490,000 allocated.

This week Legg signed the county's formal application for the project.

As outlined, the project calls for the county, acting as sponsor, to furnish \$12,600 for drafting plans and supervision of the

work. Piping and conduit, installed by the government when the field was the site of a balloon school during the World War, can be salvaged to the value of \$57,000. With the government allocation, total expenditures on the project will be nearly \$490,000.

The entire grounds are to be landscaped and a swimming pool, baseball diamonds, tennis courts and picnic grounds installed. When these have been completed, a second project is proposed, to expend about \$200,000 for permanent buildings in the park area.

Local Visitor To Bay City Finds It Has Building Boom

Mrs. W. J. Lawless of 506 West Grand View avenue has just returned from her interesting jaunt up north. Business and pleasure were combined; and much of the latter was derived from a ten day visit in San Francisco with Mrs. Lawless' nephew and wife, Mr. and Mrs. Robert B. McGill who joined her there. Mrs. Lawless was deeply interested in the wave of building that has swept over San Francisco inspired by construction of the two great bridges now going up. The return journey through Yosemite Valley was equally as inspiring, especially at this time when the valley is clothed in its sparkling dress of virgin white.

LOCAL YOUTHS RIDE ON PASADENA FLOAT

Sierra Madre was represented by two local youths on the Pasadena Water Department's float "Alexander the Great's Conquest of India," in the Rose parade. Sammy Schwartz playing the part of Alexander the Great was seen in the foreground of a war chariot drawn by two white floral horses. Herbie Lacey was among the eight boys garbed as Indian Princes who accompanied the float wearing yellow satin breechcloths, blue sequin belts, and turbans of yellow covered with blue sequins.

SHERIFFS TAKE HOME ON MIRA MONTE AVE.

It seems awfully nice to hear voices and see lights again in the green house in the woodlands at 57 W. Mira Monte avenue. It has been very lonesome since the merry prattle of Edward and Laurie Farrington ceased when they moved down to E. Central. Now Rev. and Mrs. S. R. Sheriff and family of 89 Auburn avenue are the new dwellers on the hill.

Directors Of Red Cross To Be Chosen

District Manager Will Address Annual Meeting Of Local Chapter

The local chapter of the American Red Cross will hold its annual meeting at the City Hall, January 16, at 7:30 p.m. Mr. A. L. Schaffer, manager of the Pacific branch in San Francisco of the National Red Cross will be the speaker. All citizens and supporters of the work are requested to attend, as this is an opportunity to learn everything about Red Cross rehabilitation.

A discussion of how the Red Cross chapters go into action in times of trouble will be thoroughly covered. Questions are welcomed and a most interesting evening is promised for all.

There are three major Red Cross areas in the United States: Washington, D. C., St. Louis and San Francisco. Activities in all these centers will be taken up. Citizens can obtain a bird's eye view, at this meeting of how their money is spent and of how the colossal work is being done, not only on one day, but every day in the year.

Miss Judson, the local secretary has several features of instruction she wishes to present on this night.

Many Local Folks Among Retreatants At The Monastery

Rev. Father Alban, director of retreats at the local Mater Dolorosa Monastery, announces that starting tonight and running until Sunday night, a retreat will be held especially for men in the Sierra Madre, Monrovia, and Arcadia district. Thirty-five are expected to attend. Father Alban states that the retreats are open to both Catholics and non-Catholics and asks that those wishing to make a retreat to place reservations a week in advance.

A schedule of retreats for the month of January follows: January 10—St. Kevin's Parish in Los Angeles and the city of Covina; January 17—Cathedral Chapel in Los Angeles; January 24—Sacred Heart Parish in Los Angeles and the City of Southgate; January 31—Christ King Parish and the St. Agatha Parish in Los Angeles. Persons interested may make retreats any weekend regardless of location.

Frank M. Beering, president of the Mater Dolorosa Layman's Retreat League has submitted a report of the activities of the League during 1935 and a brief resume of the work of the Retreat League since the opening of the monastery in 1932. During the year, 1561 men made retreats at the monastery. Thirty-nine of this number were non-Catholics. This shows an increase of 291 over the year of 1934 and bringing the weekly average attendance to approximately 32 men a retreat, 49 retreats being held during 1935.

To date there have been exactly 4,000 men who have made a retreat at the monastery since the doors were opened on May 6, 1932. One hundred and ninety-nine of this number were non-Catholics. One hundred and fifty-five retreats were held since the retreat movement began in the new monastery. The average attendance per week for the three and a half years is 26.

SIERRA MADREANS SIMPLY CAN'T CHANGE

George M. Sullivan, one of California's outstanding vocalists, has returned to Sierra Madre, his former home after a protracted absence in Pasadena and Sacramento, and is considering the possibility of making the Wistarla Town his permanent place of residence. In both Pasadena and the State capital, Mr. Sullivan has taken an extremely active part in musical and artistic circles, but he says that the pull of the old home town was something stronger than he cared to resist. "Once you're a real Sierra Madorean," Mr. Sullivan says, "you simply cannot change. You get as homesick for the place as the traditional Swiss mountaineer for his own slopes and dales."

For the present Mr. Sullivan is a guest of his niece, Mrs. Hazel Ferguson, at her home, at 75 Baldwin avenue.

O.E.S. ROLL WILL BE CALLED ON MONDAY

Eastern Star members are requested to be present to answer roll call at the Masonic Lodge next Monday evening, January 6, at 8 p.m. Mrs. Mary Wamock, Worthy Matron, wishes members to notify the Secretary. A good start for the New Year is desired.

Noted Lecturer To Address First '36 Wilson PTA Meet

The first meeting for 1936 of the Parent-Teachers Association of Woodrow Wilson Junior High School will be held in the Willard Auditorium at 7:45 p.m. January 8th. It will be especially interesting and all patrons and friends of the school should be there to enjoy it. Dr. Ford A. Carpenter will tell of "California's Contribution to the Conquering of the Air." He is a very interesting speaker and has a wonderful collection of lantern slides which he will use to illustrate his lecture.

The Doctor is an experienced lecturer as he goes on lecture tours through the east every year. He is a Lt. Colonel in the Officers Reserve Corps U. S. Army, and has given lectures at West Point Military Academy and Annapolis Naval Academy and other government institutions, and is a licensed Army Balloon Pilot.

Slate Cleared At Episcopal Church By Xmas Offering

The Church of the Ascension has had another good year, Dean Arnold Bode is happy to announce. This faithful shepherd, beloved by all, deserved a year of goodness and the Christmas offering has enabled the vestry to meet all obligations, diocesan and missionary. The annual meeting will be held on Monday, January 6th, at 8 p.m.

MOTHER AND SON HAVE THE SAME BIRTHDAY

Happy Heasley celebrated his fifth birthday anniversary on Saturday afternoon with a party at the home of his parents, Mr. and Mrs. Jas. C. Heasley, 536 Oakdale Drive. It also was the occasion of Mrs. Heasley's birthday.

A cake, which Happy helped to make, was decorated with lighted candles and served by the youthful host to seven guests. Games furnished entertainment for the day.

CHURCHES

Church of the Ascension

Baldwin and Laurel Avenues
Rev. A. G. B. Bode, Rector
7:30 a.m.—Holy Communion.
9:30 a.m.—Sunday School.
11 a.m.—Choral Eucharist and Sermon.

Monday—
8 p.m.—Annual Meeting.

Wednesday—
7:30 a.m.—Holy Communion.

Bethany Church
The Little Stone Church

Rev. Stewart R. Sheriff, Pastor

Sunday—
9:30 a.m.—Bible School.

11:00 a.m.—Morning Worship.

6:15 p.m.—Three Christian Endeavor Societies.

7:30 p.m.—Evening meeting.

Wednesday—
7:30 p.m.—Prayer meeting.

Thursday—
7:30 p.m.—Choir Practice. Paul Coulombe, director.

St. Rita's Church
Rev. Hyacinth Clarey, C.P., Pastor

Sunday Masses—6:30, 8:00 and (High Mass) 11 a.m.

Week-day Masses, 6:45 a.m.

Tuesday Evening—Devotions, 7:45 p.m.

Friday—Stations, 7:45 p.m.

Christian Science

First Church of Christ Scientist of Sierra Madre is a branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

9:30 a.m.—Sunday School.

11 a.m.—Sunday Service.

Subject: "God." Golden Text, Psalms 86: 8, 10. "Among the gods there is none like unto Thee, O Lord; For thou art great and doest wondrous things."

8 p.m., Wednesday—Testimonies meeting.

Reading Room in church edifice open daily from 2 until 4 o'clock.

Congregational

Rev. Arthur O. Pritchard, Pastor

Communion Sunday and reception of members. Sermon topic, "A Year that is New."

The Young People meet at 6:30. "New Year's Resolutions" will be the topic.

The Women's Society will meet on Tuesday—annual reports.

Happy Family Church

Baldwin and Central

Dr. Adele Howland, Rev. Thelma Lessley, co-pastors, conducting.

Sunday—
10 a.m.—Sunday School.

11 a.m.—Morning Worship.

7:30 p.m.—Evangelistic Service.

Thursday—
7:30 p.m.—Prayer Meeting.

4 Square Church

John F. Bernick, Pastor Evangelist

191 West Central Ave.

Sunday—
9:45 a.m.—Sunday School.

11 a.m.—Morning Worship.

7:30 p.m.—Evangelistic. Services at 7:30 p.m. on Tuesdays and Fridays.

In a Social Way

MR and Mrs. Edwin M. Scott of 195 Santa Anita Court announce the marriage of their daughter Roberta, to Glenn Cowgill, son of Mr. and Mrs. Henry Cowgill, of 176 East Mountain avenue, Pasadena.

The ceremony was performed on New Year's Day at 2 p.m. by the bride's grandfather, Dr. J. A. Scott, in the ladies' parlor of the First Baptist Church of Pasadena in the presence of the immediate families.

The bride was attractively attired in a smart grey wool suit trimmed in grey fox fur, and wore pink camellias.

She was attended by her sister, Mrs. Raymond L. Tarr, of Sierra Madre, and Harold Colberg, of Pasadena, served as best man.

The bride, a popular member of the Sierra Madre younger set, is a member of the Junior Woman's club, and was a student at Pasadena Junior College.

Her sister, who attended her, is the former Treva Scott, who it will be recalled, was Queen of the Tournament of Roses in 1934 and is equally well known for her dramatic and vocal work.

SAN SOUCI CLUB GREET'S NEW YEAR AT PARTY

IT CANNOT be said that His Majesty, The Venerable 1935, was not bidden farewell amid much pomp and circumstances on New Year's Eve in Sierra Madre. For among those who wished the good old fellow, "Godspeed," were Miss Mary Frances Brain and the group of old friends she entertained in the Junior clubrooms at that time.

This club of girls who have kept in active touch with each other for years and who call themselves the "Sans Souci Club," live up to their name by dispelling such mundane things as worry. So no one thought of mentioning any of the dear old fellow's faults, but steadfastly remained true to their pledge.

The room was gaily festooned with tinsel and multi-colored balloons, and everything that goes to make up holiday decorations. And unrestrained merriment prevailed throughout the evening. Games and dancing were enjoyed with the folks going downstairs to join another New Year's party of young folks.

Two radios furnished the music. A delicious buffet supper was served at 12 o'clock with several of the guests assisting the hostesses, and Mrs. Ray Swanson of Los Angeles. At the stroke of twelve, horns were blown and that awesome feeling of excitement that recurs every year at this changing time filled the guests.

LANGLEY'S ENJOY REAL FAMILY REUNION

One of the pleasant family dinners given this week was that given by Mr. and Mrs. Alvin Langley of 72 East Montecito avenue, yesterday evening in honor of their son and his wife, Mr. and Mrs. Clair Langley and baby boy of Pullman, Washington, who departed for their home early today.

The group consisted of Mr. and Mrs. Dale Langley of West Highland avenue, along with the honorees and hosts.

DINNER PARTY HONORS MISSOURI ARRIVALS

Mr. and Mrs. S. L. Pugh of Audubon Park, entertained on Sunday with a family dinner honoring Mr. Pugh's brother, L. D. Pugh, who arrived here from Missouri before Christmas to remain for the winter. Other guests were Mr. and Mrs. W. N. Miller of La Vida Springs, Mr. and Mrs. John Henry and Mrs. J. W. Weaver of Anaheim, and Mr. and Mrs. J. W. Pugh, also recent arrivals.

BRONSONS ENTERTAIN AFTER THE RACES

After spending the afternoon at the Santa Anita race track on Christmas day Mr. and Mrs. E. A. Bronson, 68 Vista Circle Drive, entertained at 7 o'clock dinner.

A beautifully appointed table, decorated with crystal, candles and poinsettias on snowy linen, was set for the following guests: Mr. and Mrs. Don Lawhead, Los Angeles; Mr. and Mrs. Charles Kreigh and Miss Elizabeth Elbert of Beverly Hills; and Mrs. Bronson's brother, Gene Ward, of Oklahoma City.

PARTY HONORS BIRTHDAY OF MOTHER AND DAUGHTER

Mrs. S. L. Pugh and Miss Laura E. Cadmus celebrated joint birthdays on Monday with a luncheon at the home of Mr. and Mrs. Pugh in Audubon Park.

YOUNGER SET DANCES THE OLD YEAR OUT

Another gala celebration in the roster of New Year's parties in

IDAHOANS TO PICNIC

The annual picnic reunion of the Idaho people in Southern California will be held all day, Saturday, January 11th, in Sycamore Grove Park, Los Angeles Secretary Harry A. Lawson will be in charge of the program.

folks; and then, of course, the parade and the big game, what not. Well, anyway, among those present were: Mr. and Mrs. Donald Tarr, Mr. and Mrs. Cedric Tarr, Mr. and Mrs. Robert Tarr, Mr. and Mrs. Raymond Tarr, Lloyd and Agnes Tarr, who, by the way, went to the game, and the host and hostess.

ADAIR ROACH HOLIDAY VISITOR IN PASADENA

Miss Persis Adair Roach, the charming young daughter of Mr. and Mrs. Edward Roach, of 20 West Montecito avenue, is passing the holidays in Pasadena with her cousin, Janet Roach. Miss Janet gave a delightful party for her guests on New Year's Day.

Appearance spells Success

LANGLEY'S BARBER SHOP KERSTING COURT

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"Stars Over Broadway"

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Metro News — Selected Shorts

Saturday, Sunday, Monday
January 4, 5 and 6

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Tuesday and Wednesday
January 7 and 8

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Nearly 3,000 Die In Auto Mishaps Here

Over 46,000 Injured In State During 1935; Speed And Booze Most To Blame

Crashing all previous injury records and running up a death total which will approximate or perhaps exceed fatalities for the preceding year, California motor vehicle accidents turned the state's streets and highways into a veritable shambles during 1935—piling up a toll of 48,449 dead and injured, according to the State Motor Vehicle Department

in an estimate of 1935 traffic accidents. The State's estimate of deaths and injuries in motor vehicle crashes for the year just ended, with the comparative figures for 1934, follow:

| | Deaths | Inj. |
|-----------------|--------|--------|
| 1935 —Estimated | 2,799 | 45,650 |
| 1934 | 2,805 | 45,153 |

November—the last month of 1935 for which actual statistics are available—was the worst accident month in the history of the State, with 295 deaths. The worst previous month was December, 1934, with 284 deaths, and there is a possibility that when final returns are in from December of this year that the 1935 death total will be greater than the previous year.

Intensive enforcement and educational campaigns to reduce traffic casualties apparently brought results in cutting down the frequency of accidents, the 1935 total showing 2,629 less accidents than in 1934. But although number of accidents dropped, injuries increased by nearly 500 and virtually no change was recorded in the terrific highway death rate.

No tabulations have been completed for 1935 indicating accident causes, but motor vehicle officials declared that speed and drunken driving were outstanding factors. During 1934, it was shown that speed was the chief accident cause; that accidents caused by drunken driving had jumped some 20 per cent, and that 30 per cent of all accidents between two or more vehicles involved trucks, buses, or other commercial equipment.

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Dividend Payment

The Board of Directors has declared a dividend for the period commencing July 1st, 1935, and ending December 31st, 1935, at the rate of

4% Per Annum

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IN YOUR GARDEN

By Jessie Ward Russell

ITS time now to transplant dormant shrubs and trees. These can be taken up in their bare roots, pruned and reset. Roses come under this classification. Do not try to save old scaly stunted rose bushes, but put in new ones. They are inexpensive and the new ones will produce so many more and better blooms. Also you should try to improve on varieties for most of the old fashioned roses are dull in color compared with the newer sorts.

Be careful in buying new roses that you do not buy second grade or culls. The price for these second grade roses is so attractive that you may be tempted to buy them, but they are truly the runts of the rose field and are graded as No. 2 stock because they did not grow along with their companions in the same field. If you were buying chickens to raise you would not pick out all the cripples and runts just because you could get them cheaper. So do not get cull rose bushes.

January is fruit tree planting time, too. Plant now: Avocados, oranges lemons, grapefruit, tangerines, cheromayias, sapotes, guavos, peaches, nectarines, plums figs, apples, apricots, walnuts, persimmons and grapes and berries.

Bedding plants to plant out now are pansies, violets, calendulas, rust proof snapdragons, stocks, Petunias, carnations, pentstemon, African daisies, English Daisies, blue daisies, shasta daisies, delphinium and cinerarias.

Plan for shade for next summer, by planting shade trees now. Good shade trees are umbrella trees, sycamore trees, locust trees, magnolias, acacias, flowering eucalyptus, carob, jacarandas, elms and pines.

A.L.A. Activities

By Helen Lovejoy

AMERICANISM, what does this mean? A very practical symbol of the United States, a coin, has on it "E. Pluribus Unum." This means "United we stand." Pictured there you find a bundle bound tightly together. Taken apart each would be a frail stick, yet binding force creates strength. Will you think of the American Legion and its auxiliary this year as symbolizing the binding force of the Constitution, ever definitely striving to preserve the basic principles on which this Nation was founded?

"In God we trust" is another phrase you find on the coin, representing another principle most important. Without faith and trust we should find the foundation crumbling and come to the realization "divided we fall." These and other thoughts were stressed at the last auxiliary meeting for this is Americanism month in the organization and the principles of true Americanism will be emphasized at all meetings.

Miss Ella Mock was a guest at our meeting and has expressed a desire to join with us. Miss Mock served as a yeomanette in the Navy during the war.

Nell Mathis was a charming hostess. Resolutions were read, written by each one present, revealing several facetious members.

January 3rd County Council will meet in Patriotic Hall at 1:15 p. m. Several delegates from here will attend.

The 18th district meeting will convene in City Terrace January 21st at 8:00 p. m. Department president Ethel Marsh, will be present to speak. Her message will be well worth the drive over there. Let's have a large delegation from Sierra Madre.

Mesdames A. H. Embree and G. R. Lovejoy helped the ladies serving the New Years dinner to Sawtelle veterans in South Pasadena Wednesday after the Rose tournament. This is the most gratifying project sponsored by the 18th district during the year. A professional show was also arranged for them after the dinner, completing a day set aside from any spent in the hospital.

Mrs. Lee S. High and Tommy Mitchell are both quite ill. We wish for them a speedy recovery.



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Interesting Talks On Home Building Are Scheduled Here

Building Inspector Jack Hosford announced a January schedule of lectures on various subjects of building for the benefit of local home owners, prospective home builders and contractors. Hosford has been conducting these classes weekly and those interested in knowing the latest and best methods in construction work are asked to attend. No charge is made for the lecture. The classes will be held alternately at the City Park house and the City Hall at 7:30 p. m. on Monday nights. This month many talking pictures will be presented. Following is the schedule:

January 13, at the City Hall, at 7:30 p. m.—Talking pictures by Southern Counties Gas Company will depict "The First Million Years." Also colored pictures of the San Diego Fair will be shown. This should be interesting to everyone in the community.

January 20, City Park House, at 7:30 p. m.—A model house built in accordance with the local ordinance and which was exhibited at the building inspectors convention held recently at the Raymond Hotel in Pasadena will be demonstrated. Modern methods of construction will be pointed out.

January 27, City Hall, at 7:30 p. m.—Talking pictures by the American Lumber and Treating Company will show methods of combating the destructive forces which decay lumber, including termites, dry rots, etc. Also a picture on the Wolmanized and Creosoted Processes of Lumber will be shown.

All those interested may use this schedule as a reference.

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THE SIERRA MADRE NEWS

SIERRA MADRE, CALIFORNIA

Published every Friday
L. R. GOSHORN
EDITOR AND PUBLISHER
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Member Nat'l Editorial Ass'n

They go from strength to strength.—Ps. lxxiv.7.

High hearts are never long without hearing some new call,
some distant clarion of God. —J. Martineau.

SIERRA MADRE --- 1936

SIERRA MADRE, speaking. And I, Sierra Madre, will obey the good old human impulse—myself being very human—to make some New Year's resolutions of my own. You see, regardless of what a few Old Cynics say, I'm not entirely hopeless. Old Cynics, with capitals, because it's a sort of tribal name; they're a class apart. Old Cynics and Young Idealists, two tribes here in our town Where Nothing Ever Happens, and it isn't a matter of age.

As a matter of fact, there are Young Idealists who remember the Civil War; while some of our Old Cynics are still going to Junior Hi. But, as I was saying, I can't be altogether hopeless. At least, I've kept my looks. I've kept my mountains, my trees, and my wistaria vine. And the doctors say my health is perfect. Then, yes, I'm generous—ask the Red Cross if I'm not. And I can't be so terribly short on hospitality, for I simply have loads of visitors who keep coming back. They come back even when I sleep. Sleep—yes, hold the line, please; Sierra Madre speaking! You know—"to die; to sleep; to sleep; perchance to dream!" Remember the quotation? "Ay, there's the rub," just as Shakespeare said. "Whether 'tis nobler for a town per chance to dream than tackle enterprises of high pitch?"

Well, anyway, here's what I'm up against; I have my blessed Old Cynics who don't care how much I sleep; and who are not so enthusiastic, either, for my staying awake even long enough to be polite to my admirers from Butte and Omaha; while just the opposite, there are these perfectly touching Young Idealists who want me to be awake ALL the time.

First of all, they want me to take a beauty treatment—by getting rid of those terrible old P.E. stations, planting flowers in my vacant lots, putting in some rubbish-cans so kids (and grown ups) will stop littering the streets; and they want me to plant more trees and take better care of those already planted, and encourage citizens to spruce up their houses and gardens—all sorts of things like that. And that isn't all. They want me to boost our Forum—it's really made up of those who love me, you know; and pay off all the debts of our churches, and GO to church, and boom the one paper that really belongs to them; and still write better books and more poems and paint more pictures of me—of me, mind you, Sierra Madre.

I can't tell you all that they would have me do. When it would be so much easier to sleep! Ho hum! But—well—as I said in the beginning, this is the season of good resolutions. And I'm making mine. Or shall I? Shall I go on as the Old Cynics say I will? Or shall I really encourage these terrifying Young Idealists? You tell me.

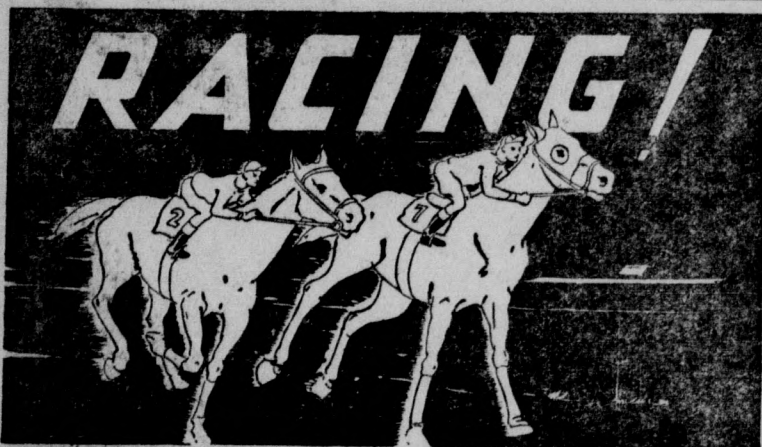
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How The Counties Of California Came By Their Names And What They Mean

(Editor's Note: This is the 17th installment of the story prepared under the direction of Gov. Merriam from State records showing how the various counties of California acquired their names and the meaning of them.)

SONOMA county, one of the original 27 counties, was created February 18, 1850. "Sonoma" is an Indian word meaning "valley of the moon," because of the resemblance of this valley to the shape of that orb. In 1824, when Padre Jose Actimira baptized the chief of the Chocuy-en Indians, he gave him the baptismal name of Sonoma, and from this source the county derived its name.

In 1812, a band of Russians landed on the coast of Sonoma and, with permission from Spain, established a colony at the port of Bodega for the purpose of maintaining fisheries and hunting for furs. As early as 1815 they had ranches in the interior, purchased cattle from the Spaniards and devoted themselves to the raising of stock and the production of wheat. During the revolutionary troubles in Mexico they contended they had become the actual owners of the territory they occupied and claimed practically all the country north of San Francisco Bay. A fort was erected which was called Stawian-ski, but which the Mexicans designated as the fort of the Russians. The Americans corrupted the name to Fort Ross. Over this the Russian flag was raised and a military governor was appointed by the Czar. This establishment was maintained until 1840, when the Russians sold to John A. Sutter, who had, in August of 1839, established his fort and settlement at Sacramento.

Historic Fort Ross has been restored by the Native Sons. A few years after the Russians landed, Sonoma county witnessed the founding of Mission San Francisco de Solano in 1823, the twenty-first and last mission of Father Juniper Serra's chain of California missions. Spanish settlers began colonizing Sonoma in 1835 and year after year the county developed its now famous reputation as one of the greatest agricultural districts in the world.

On June 14, 1846 Ezekiel Merritt and a party of thirty-three raised the Bear Flag of California at what now is the mission town of Sonoma.

For fifty years the late Luther Burbank, noted horticulturist, made Sonoma his home and in Santa Rosa and Sebastopol carried on his horticultural wizardry. He found there the rich soil which has made Sonoma outstanding in the production of fruit and farm crops.

Sonoma is famed for its Grevenstein apples and its prunes, its two leading crops, ranks among the highest of California counties in farm products, is first in the sale of poultry and eggs and third in the value of domestic animals and bees. Petaluma is known as the "Egg Basket of the world" and has an estimated 12,000,000 chickens.

The county is in the heart of the Redwood Empire and its Russian River resort, widely known springs, its geysers east of Cloverdale, the Sonoma Petrified Forest, Glen Ellen, home of the late Jack London, and sea-side vacation spots have made it widely known. Hunting and fishing are prominent attractions. Santa Rosa is the county seat and a prosperous California city. Cloverdale, Cotati, Geyserville, Guerneville, Healdsburg, Monte Rio, Petaluma, Sebastopol and Sonoma are names known throughout the country. Population: 66,222. Area: 1582 square miles.

Stanislaus county was created April 1, 1854. Chief Estanislao, of a powerful tribe of Indians living on what now is known as the Stanislaus River, but by the Indians called the La-Kish-um-na, was educated at the Mission San Jose. He became a renegade and incited his tribe against the Spaniards, but was defeated in 1826 in a fierce battle on this river, which afterwards was called Stanislaus for the defeated Indian chief. It is from this river that the county derived its name.

Primarily an agricultural county, Stanislaus is one of the wealthiest in the state. Its rich sandy soil gives exceptional productivity to farm and orchard crops. Its water resources are important. The San Joaquin River crosses the county from south to north, the Stanislaus forms the northern boundary, the Tuolumne flows through the middle and the Merced River is the southern watershed. The irrigation districts are known to engineers the world over. The La Grange dam on the Tuolumne, costing \$50,000; the Goodwin Dam on the Stanislaus, costing \$350,000, and the Don Pedro and Melones dams impound a tremendous water reserve which is released for irrigation purposes. Stanislaus is one of the lead-

ing counties in the United States in number of dairy farms and value of dairy products. Creameries of national reputation are located here. Approximately 62,000 acres are devoted to alfalfa. The county has about 2,000,000 bearing fruit trees. Grain and forage are important crops. Cantaloupes, watermelons and like crops run in annual value from \$2,500,000 to almost \$3,000,000. Beans and grapes bring in about \$1,800,000 each annually. Poultry and eggs return a yearly income of approximately \$1,500,000.

Modesto is one of the most prosperous cities in the State. The Turlock, Modesto, Waterford, Oakdale, Patterson, Newman and West Stanislaus irrigation districts attract international attention and irrigate approximately 250,000 acres.

Knights Ferry and La Grange are historic mining towns and Modesto is not far from Yosemite Valley. Ceres, Newman, Oakdale, Patterson, Riverbank and Turlock, the latter famous for its melons, reflect the prosperity of Stanislaus. Population: 56,641. Area: 1,450 square miles.

Sutter county, created February 18, 1850, is one of the original 27 counties. Sutter county was named after General John A. Sutter, a native of Switzerland and soldier of fortune. He first arrived in San Francisco July 2, 1839, obtained a large grant from the Mexican government, and called his first Sutter's Fort.

Sutter is one of the richest agricultural counties in the entire West. Rightfully boastful of its peach crops, the county in addition is a land of diversified products. It is the greatest cling peach producing section in the nation. Practically all other varieties of fruits are grown and the production of wheat, oats, barley grain hay, alfalfa, Indian corn, beets, rice and a long list of vegetables makes it rank high in farm and orchard wealth.

The county is of historic importance. Sutter Buttes, a curious formation of rocks and earth rising to about 2480 feet and covering 14,000 acres, are linked with the romance of the State's secession from Mexican rule. General Fremont and Kit Carson, with their band of explorers, sought the protection of the buttes on a march from the Modoc region southward in the early forties. It was here they planned armed resistance against Mexico. While secret council was being held here, the Bear Flag was raised in Sonoma and thence Fremont and his band hurried to participate in the independence of California. Four miles south of Yuba City at "Hock Farm" is located General Sutter's old granary.

Yuba City, the county seat, was laid out as a townsite after General Sutter on July 27, 1849 deeded a tract of land to Samuel Brannan, Pierson B. Redding and Henry Cheever. For years there was intense rivalry between Yuba City and Maryville, just across the Feather River in what now is Yuba County. In 1856, after being almost deserted, Yuba City won an election for the county seat after having lost in previous years to Oro, Nicolaus and Auburn, the latter now county seat of Placer. From then on the city progressed.

The county is famed for its Bartlett pears and to one of its citizens, William Thompson, goes the credit for giving the Thompson seedless grape to the world and millions of dollars to the growers of that grape in California. Population: 14,618. Area: 608 square miles.

Next: Tehama, Trinity and Tulare. Editor.

BIRTHDAY GREETINGS...

THE NEWS extends birthday greetings and its best wishes this week to the following Sierra Madrens, whose birthdays are indicated.

| | |
|-----------------------|---------|
| Dorothy Moote | Dec. 31 |
| Marjorie Stinman | Jan. 1 |
| Mrs. Nettie J. Foster | Jan. 1 |
| Y. Ishiwata | Jan. 2 |
| Wm. B. McGrath | Jan. 3 |
| Robert Croan | Jan. 3 |
| Annie Grippi | Jan. 3 |
| Mrs. R. S. Jensen | Jan. 3 |
| A. E. Pulling | Jan. 4 |
| David Gluck | Jan. 5 |
| Robert M. Hicks | Jan. 6 |
| Owen Kiggins | Jan. 6 |
| Mrs. N. L. Beuhling | Jan. 7 |
| Mrs. H. S. Dowding | Jan. 7 |
| Mrs. D. Gomes | Jan. 8 |
| Mrs. Leon Keltz | Jan. 8 |
| R. R. Hartman, Jr. | Jan. 8 |
| Mrs. H. N. Tally | Jan. 9 |
| Barbara Gerschler | Jan. 9 |
| Malcolm M. Davis | Jan. 10 |
| Tom Tyler | Jan. 10 |
| E. E. Pulling | Jan. 10 |
| David Groth | Jan. 10 |

HE COMES TO CHURCH

By DOUGLAS MALLOCH
At last he came to church today.

Six neighbors carried him that way.
But, when he passed the portals straight,
Another had to swing the gate.
Another open wide the door,
For he could open it no more.
But now at last he came in search
Of something that they have in church.

The preacher spoke a helpful word,
And yet I wonder if he heard,
Or, if he heard, he understood?
His hearing now was not so good.
He was made welcome, for all men

Are always welcome, even then,
And yet he would have been, I know,
As welcome years and years ago.

We must all go to church some day,
But some of us too long delay.
The words of comfort by our bier
We could have come in life to hear.

For here to greet us waits a friend
At the beginning, not the end.
Religion is for living—aye,
To live by not alone to die.
WNU Service

SET TERRIFIC PACE AT ASCOT ON SUNDAY

Inaugurating a new year of the speedway warfare, 40 stars of the racing game, headed by such throttle luminaries as Rex Mays, "Wild Bill" Cummings and Floyd Roberts are tuning their cars for the auto race program to be held at Ascot Sunday, January 5.

A triple main event is scheduled, including two 25-lap races and a 50-lap Inaugural Cup race. Twelve fast cars and drivers will qualify for each chase for gold and glory. The popular helmet dash for the two fastest qualifying cars and drivers and a 15-lap added feature will round out the card.

Rex Mays, 23-year-old Riverside Rocket who has outmaneuvered the nation's greatest aces, will receive his championship award during ceremonies to be held Sunday. Twice consecutively has the clever youngster annexed the Pacific Coast championship.

Naturally enough, Mays will be a "marked man," the driver to beat, during the coming year. Never during the history of racing on the Pacific Coast has one man held the title three times.

Condensed Statement of condition of

Sierra Madre Savings Bank

at close of business December 31, 1935

| ASSETS | |
|--|--------------|
| Cash on hand and due from Federal Reserve Bank | \$28,030.24 |
| Due from Banks | 71,039.31 |
| United States Government Bonds | 29,851.00 |
| Bonds | 158,093.42 |
| Loans | 287,500.03 |
| Bank Premises, Furniture and Fixtures | 17,200.00 |
| Other Real Estate | 36,978.13 |
| Cash Items | 5,467.25 |
| Overdrafts | 128.43 |
| Other Assets | 760.60 |
| | \$635,048.41 |
| LIABILITIES | |
| CAPITAL STOCK, Preferred | \$25,000.00 |
| Common | 25,000.00 |
| Surplus | 8,500.00 |
| Undivided Profits | 6,485.31 |
| Reserves | 1,319.33 |
| Demand Deposits | 226,579.64 |
| Time Deposits | 290,518.46 |
| Public Funds | 47,572.77 |
| Cashier's and Certified Checks outstanding | 3,703.83 |
| Miscellaneous | 369.07 |
| | \$635,048.41 |

Municipal Bonds carried at \$47,000.00 have been deposited to secure Public Funds.
United States Depository for Postal Savings Funds.
Member of Federal Deposit Insurance Corporation.

Start the New Year Right

Get your clothes cleaned, pressed and repaired after the holidays.

You will appreciate our quality workmanship and service

Phone 3

Sierra Madre Tailors Cleaners & Dyers

W. E. Craig Tony Delvecci
14 West Sierra Madre Blvd.
Members of Cleaners Service Bureau

Business and Professional Directory

Attorneys

ROBERT MITCHELL and NOREN EATON
ATTORNEYS-AT-LAW
520 H. W. Hellman Bldg.
Los Angeles, Calif.
Telephone MI 3427

Marcus A. Woodward Jr.
Attorney at Law
99 Suffolk Ave., City. Tel. 72
Consultation 9-12 a.m. only

William R. Elam
ATTORNEY-AT-LAW
Phones: Arcadia 2294; Res. Arcadia 736
56 E. Huntington Dr., Arcadia

Contractors

J. Shelton Gordon
General Building Contractor
Pasadena, California
Office: 3420 E. Foothill Blvd.
Wakefield 5925
Residence: 1689 Elizabeth St.
Niagara 5179

DURHAM DESIGNED DURABLE HOMES

W. B. Durham
Phone Sierra Madre 330-2

Dr. J. L. Woehler
X-Ray -- Dentist
31 South Baldwin Avenue
(next to Post Office)
Telephone 45
Evenings by Appointment

Dentists

Dr. Thos. Warden
DENTIST
Hours 8:30 to 12; 1:30 to 5
Phone 186-1 522 W. Central
Office Closed on Fridays

Electrical

EBER THOMAS
Electrical Service
62 W. Central, 770 Canyon Crest
Wiring — Repairing
Office Phone 348-2
Res. Phone 303-3

Kenneth Pickett

RADIO SERVICE
All Make of Sets
Telephone 211-2

Physicians and Surgeons

M. H. A. Peterson, M.D.
Physician & Surgeon
Office 65 E. Central Ave.
Phone 60—Residence phone 78
Hours 2 to 4 p.m. Daily
except Saturday and Sunday
and by appointment

Geo. W. Groth, M.D.
94 N. Baldwin
Phone 20

Osteopaths

DR. MARY GROTH
OSTEOPATH
PHYSICIAN & SURGEON
144 E. Highland Ave.
For Appointment Phone 285-1

Office 2891 Res. 2491
Dr. Bruce F. Sims
Physician-Surgeon, Osteopath
Hours 10-12, 2-5
38 E. Huntington Dr., Arcadia

Dr. C. L. T. Herbert
Osteopath
Office in Patio S. M. Hotel
TELEPHONE 57
Res. Phone 215-1

May Culbertson Laidlaw
OSTEOPATHIC PHYSICIAN
Hours by Appointment
Office and Residence
83 N. Sunnyside—Phone 296-2

Eye, Ear, Nose, Throat

Established 1907 Phone 173
Dr. W. G. Barks
OPTOMETRIST
Glasses Fitted, Lenses Replaced
Examination by Appointment
362 S. Myrtle Ave.
MONROVIA, CALIF.

Phones: Office 585, Home 539
CARL F. BASS
Optometrist
Glasses Fitted, Lenses Duplicated
Office Hours 9 A.M. to 4 P.M.
50½ E. Huntington Drive
Arcadia, California

Plumbing

Plumbing and SHEET METAL
SIERRA MADRE HARDWARE CO.
31 West Central
Phone 98
Night: Phone 299-4

Refrigerator Service

Telephone Rent Paid?
DISCOUNT IF PAID BY 20th
Office Hours: 8 a.m. to 5 p.m.
Saturday, 8 to 12

Undertakers

G R A N T
Funeral Parlor
201 W. CENTRAL
Telephone 93

Get our prices on your JOB PRINTING no matter what size job you want.

News Want Ads Pay

WANT ADS

Classified Rates
And Instructions

Ten cents per line for first insertion; 7 cents per line for subsequent insertions. Count five words to the line. Two initials count as one word. The minimum charge is 25 cents. In order to avoid expense of bookkeeping and collecting it is desirable that all classified advertisements be paid in advance, unless you have ledger account with THE NEWS. Classified Ads received after 5 p. m. Wednesday may be run under heading "Too Late to Classify."

WORK WANTED

FURNITURE repairing, carpentering, painting and general repairs, door locks and windows. Call, The Handy Man. Phone 334-1. B. A. Platts. 11:15a

HELP WANTED

SHINE BOY for barber shop. Apply, Langley's, Kersting Ct. 15:b

MISCELLANEOUS

TYPEWRITERS—10c per day buys a new standard keyboard typewriter. Sales, Service, Supplies. C. M. Hightower at Woodson Jones'. 27 N. Badwin. Phone 32. —6:k

HARDWOOD FLOORS polished. Old floors made like new. Oak floors installed over old pine floor. Call Arcadia 2830 or Address Box K, News Office. —24:tfi

EXCHANGES

WILL TRADE 2 1/2 acre income property including 2 houses in Banning for home in Sierra Madre. Write V. C. Abbot, Banning, Calif. 15:f

LOST & FOUND

LOST—Two year old Springer Spaniel. Brown and white; female. Answers to name of "Queenie." \$5.00 reward. Phone Sierra Madre 76. —15:g

LOST—Brown leather keychain; zipper style, with keys, driver's license, identification card. Reward if returned to Box R.G. News Office. —15:g

LOST—Boy's Scotch Plaid Scarf; Saturday afternoon. 534 West Montecito. 15:g

FOR SALE

MISCELLANEOUS
WOMAN'S New Black Coat, size 40. \$5. 330 W. Central. —15:e

Sufferers From
**PULMONARY
TUBERCULOSIS**
INVESTIGATE
Fowler's Inhalant
A VALUABLE ADJUNCTIVE TREATMENT
Write or Phone for Appointment
NO OBLIGATION
FOWLER LABORATORIES
1759 No. Western Ave., L. A.—GRanite 8472

Sierra Madre
Hardware Co.starts **1936** off

with a well assorted stock of

Electric Appliances

Gas Ranges

Builders Hardware

'Old Colony' Paints

Plumbing Fixtures

and Supplies

When ready to build or remodel
let us quote you

INSURANCE

TWO THINGS EVERY HOME SHOULD HAVE — Fire and Wind Insurance and be covered with a Homestead. I have a few Andrews & Hawks Calendars for adults. T. W. NEALE, 86 W. Central. 15:ins

LEGAL NOTICE

NOTICE OF SALE OF REAL ESTATE AT PRIVATE SALE No. 89-207

IN THE MATTER OF THE ESTATE OF FRANK MONROE SMITH, Deceased.

In the Superior Court of the State of California, in and for the County of Los Angeles.

NOTICE is hereby given that under and pursuant to the law made and provided, the undersigned EXECUTOR will sell at Private Sale to the highest and best bidder, subject to confirmation by said Superior Court, on or after January 6th, 1936, at the office of Robert Mitchell and Noren Eaton, 520 H. W. Hellman Building, Los Angeles, California, all the right, title, and interest of said deceased at the time of death, and all interest that the Estate has acquired by operation of law or otherwise, in and to all that certain REAL PROPERTY described as follows, to-wit:

"LOTS 19 and 20 of Tract number 5065, as per Map recorded in BOOK 53, Page 99, of Maps, in the Office of the County Recorder of Los Angeles County, California, said Real Property being located in the City of Sierra Madre, County of Los Angeles, State of California."

TERMS OF SALE, CASH upon confirmation of sale, or part Cash, Balance evidenced by Note secured by Trust Deed on property so sold. BID or OFFERS must be in writing, and will be received at the aforesaid office at any time after the first publication hereof, and before date of sale.

EDSON SMITH, EXECUTOR OF THE ESTATE OF FRANK MONROE SMITH, DECEASED.

ROBERT MITCHELL and NOREN EATON, ATTORNEYS FOR EXECUTOR.
Date of first publication, December 19, 1935. —13-14-15

NOTICE OF TRUSTEE'S SALE No. 22711

On January 6th, 1936, at 10 o'clock A.M., at the Easterly entrance of the Hall of Justice, in the City of Los Angeles, California, TITLE GUARANTEE AND TRUST COMPANY, as Trustee under the deed of trust made by Laura Walker, a widow, and recorded February 26, 1931, in Book 10610, Page 377 of Official Records of Los Angeles County, California, given to secure an indebtedness in favor of Mortgage Guarantee Company, a corporation, now owned and held by the Title Insurance and Trust Company, a corporation, as Depository and Trustee under its Trust No. 6090, Series 73, by reason of the breach of certain obligations secured thereby, notice of which was recorded September 4, 1935 in Book 13654, Page 65, of said Official Records, will sell at public

Whole City
Seemed To Be
At Pageant

Some Sierra Madreans Work All Night On Float Then Go To The Tournament

All roads in Southern California always lead to the Crown City on the First of the every January; and Wednesday was no exception to the rule; in fact, as everyone knows, more Sierra Madre people were among the vast throngs on account of the lovely contribution that journeyed forth to take its place in the renowned Tournament of Roses. Among our Sierra Madreans who clapped their hands and waved their kerchiefs at our offering were Mr. and Mrs. R. O. Caulkin and daughter, Miss Cricket, and Miss Ruth von Klunk, who viewed the parade at the invitation of Harold B. Byron, Pasadena postmaster, from a marvelous vantage point in the Pasadena post office. Others were Mrs. C. A. Allen and family, Miss Janet and David, who were guests of Mrs. Allen's sister-in-law, Mrs. A. H. Allen of Pasadena, who true to Pasadena tradition, keeps open house every year. The ysaaw the game afterwards.

Mrs. Mary Wammock and family added their peans of admiration and heard a strange observer utter the intention of coming to see Sierra Madre's Wistaria Fete when our float passed by.

Mrs. E. C. Foster of 65 South Baldwin and her house guests, with the addition of Mr. and Mrs. John Talbert, who came up from Laguna Beach for the Tournament, were all there, too.

The George Mesecars, also, went over, and we saw Mrs. Arthur Johnson; Mrs. Clara H. Bolms and Miss Rosalie Curtis of West Mira Monte avenue, who were joined by eastern friends from St. Louis, Mo., and there were the George I. Poulter's of 250 Santa Anita Court with their guests, Mr. and Mrs. Roy Bessire and son Dean, of Los Angeles; Mr. and Mrs. Thomas Robb and daughter, Cheryl of Prophetstown, Ill.; and Mr. and Mrs. Fred Eichelberg, also of Prophetstown, and Mr. and Mrs. Charles Houch and son, Donald, of Monrovia. These folks were guests at a picnic dinner at the Poulter home after the parade.

The Mayor Reavis family and the Waverly Pratts took in the Tournament and the football game. So did Assistant City Clerk Dan H. Lewis and a fair companion; Councilman and Mrs. William Lees. The Al Myers family had Mrs. Josephine E. Marr and other guests in their car at a good vantage point along the parade route. We saw both the Pickett families and their guests and many of the brave souls who worked the whole night through on our float, including Alfred James and Mrs. Sally Dewey and their son and daughter-in-law, who started work on the float at 8 a.m. Tuesday and stuck right on the job until it passed out for Pasadena at 5 o'clock Wednesday morning. George Norris, who also worked all night on the float, must have gone right home at 5 a.m. and loaded his numerous family into the family car, for we saw them, too, and the Lee Hibbs family. At midnight we saw Mrs. H. B. Hersey deftly simulating wistaria blossoms out of sweet pea blossoms and when the pageant got underway we saw her and Col. Hersey and Gale enjoying the parade and looking expectantly for the hometown entry.

Clarence Huntsinger, treasurer of the float committee, was another of those who worked all night on the "Wistaria Town" entry and was able to turn out for the highest bidder for cash, payable in lawful money of the United States at the time of sale, without warranty as to title, possession or encumbrances, the interest conveyed to and now held by said Trustee under said deed of trust, in and to the following described property, to-wit:

Lots 8, 10 and 11 of the Kersting Tract, in the City of Sierra Madre, County of Los Angeles, State of California, as per map recorded in Book 26, Page 9 of Maps, in the office of the County Recorder of said County. for the purpose of paying obligations secured by said deed including fees, charges and expenses of the Trustee, advances, if any, under the terms of said deed, interest thereon and \$7000.00, in unpaid principal of the note secured by said deed, with interest thereon from April 1, 1935, as in said note and by law provided.

Dated: December 9, 1935.
TITLE GUARANTEE AND TRUST COMPANY.
By Eugene Wernick
Vice President
Attest Joel P. Ellis
Assistant Secretary
(Corporate Seal)

12-13-14
FURNISHED Room with garage. Board if desired. 37 Esperanza. 12:h

House Parties And
Labor Mark City's
New Year Festival

(Continued from Page One)

enjoyed a festive family dinner. Mr. and Mrs. Fred Shaffer of Arizona, are holiday guests of Mr. and Mrs. Albert Wheeling of 101 East Central avenue.

A perfectly marvelous time was had up at Mrs. Mary D. Good-fellow's on Christmas Day when sixteen guests assembled around her hospitable board. These included her house guest, Mrs. Georgia Paul, of Long Beach; Dr. and Mrs. W. Broadus of Santa Fe, New Mexico, and Mr. and Mrs. Eugene Badis of Los Angeles.

Mrs. George Seeley of 29 North Lima street, gathered her kinsmen together for a genuine old-fashioned Christmas reunion, too, her mother, Mrs. Frank Triplett being present, with Mrs. Seeley's daughter and son-in-law, Mr. and Mrs. L. M. Montgomery of North Auburn street, Mr. and Mrs. Ken Schutt of New York, and Mrs. Seeley's sister, from Covina.

MANY ENTERTAIN FOR CITY'S HOLIDAY VISITORS
Mr. and Mrs. D. F. Robinson of 401 North Auburn avenue were hosts during the holidays to Mrs. Laura Brownell of Alhambra.

Dr. and Mrs. Ray Simpson of 459 Ramona avenue entertained Mr. and Mrs. L. Powell and Dr. Carl Rock of Hollywood, at Christmas dinner.

Dale Langley of West Highland avenue was joyfully surprised during the holidays to see Mr. and Mrs. Leon Stanley of Kansas City, who flew out to their former home here. They left by plane on Sunday morning.

A group of Pasadena friends paid birthday honors to Herman Livezey of 72 W. Mira Monte, last Saturday evening. Christmas decorations were used and a buffet supper was served.

The Ole Hansons Jr. of Orange Grove and Michillinda avenues, returned Sunday from Seattle where they spent Christmas with Mrs. Hanson's mother and father. Much snow and real Christmas weather was encountered en route.

Mrs. Grace Young, of Sierra Madre, had as her holiday visitors this past week, Mr. and Mrs. Oscar Maret, of Las Vegas, Nevada.

WEEK OF OPEN HOUSE
AT THE GEORGE LEHNERS
Mr. and Mrs. Arlyn Lehner and daughter, Barbara, were dinner guests of the George Lehn's of 550 West Central avenue on Saturday evening and Mrs. Lehn's sister, Mrs. Kathryn Kinne of Los Angeles spent the holidays in Sierra Madre. Open house has been the order of the day at the Lehn household since Christmas.

A brisk game of tennis was indulged in with the usual gusto up at "Treehaven," home of the F. P. Conards, on Christmas Day, with Dr. and Mrs. E. H. Chamberlain of Los Angeles, Mr. A. Forest, and Mr. F. P. Conard making the foursome.

Mr. and Mrs. Frank E. Cox of 711 Alta Vista Drive, with their daughter, Dorothea, motored to Santa Barbara to spend Christmas with Mr. and Mrs. John Cox. They made a rapid transit return trip to eat dinner with Mr. and Mrs. C. W. Lecluse of Pasadena.

MANY COME FROM AFAR
FOR HOLIDAY SEASON
Mr. and Mrs. Donald Boettner and children of Santa Barbara were visitors of Mrs. J. E. Woehler of 479 Ramona street, during the holidays. While Mr. and Mrs. Victor Woehler, of Santa Barbara, spent the Yuletide with Dr. and Mrs. John L. Woehler of 718 W. Manzanita.

The F. D. R. Mootes of 689 West Sierra Madre Blvd left Saturday for a motor trip to Richmond, California, to be guests of with his family for the parade. Russell Lovejoy did exactly the same thing.

Mr. Takahi, of Grand View avenue, who was indispensable in securing flowers for our float and to whom the city is indebted for his deep interest, was one of the most enthusiastic spectators, along with Sam Hohri, who was his assistant in gathering up flowers; the Sakamoto family and other members of the local Japanese colony.

Mildred Curtis Bolms.

Top Trees Now

Have Us Prune Your Fruit Trees

SPECIALIST PRUNING BRACING BUDDING GRAFTING

B. BOELE
2481 E. Colorado
Phone Colorado 2021

the sister and brother-in-law, Rev. and Mrs. J. Chester White; and also to be with Dorothy, whose birthday occurred December 31.

Holiday visitors at the home of Mr. and Mrs. P. E. Lacey of 374 N. Grove were Mrs. R. M. Cole and children of Yakima, Oregon. Mr. and Mrs. Jonathan M. Davis, of Kansas, were dinner guests of Mr. and Mrs. R. E. Tyree of 140 South Hermosa on Monday. Mr. Davis, who is a former governor of Kansas, is visiting his sister, Mrs. George W. Russell of South Pasadena.

Mr. and Mrs. D. M. Tuttle and son, Robert, of Manhattan Beach, were Christmas visitors at the home of Mr. and Mrs. F. B. Olds of 633 West Sierra Madre Blvd. CHRISTMAS WILL BE HAPPY MEMORY ALWAYS

Christmas is still a happy memory with the Dr. C. N. Barker's, for on this day they were dinner hosts to their relatives at 232 Mariposa.

Those present were: Mr. and Mrs. W. P. Caley of Sierra Madre and daughter, Mrs. John Noble and daughter, Nadine, of Ohio and Sierra Madre. The Barker's house guest, Miss Mabel Hibbard of San Francisco, here for the holidays, and Mrs. Elizabeth Dietz, also of Sierra Madre. A beautiful tree was enjoyed by all.

From the San Fernando Valley came relatives to help the Colonel Herseys celebrate on Christmas Day. The guests were: Mr. and Mrs. J. C. Hersey, Mr. and Mrs.

Ralph Hersey, and daughters, the Misses Virginia and Arline Hersey. And then, on New Year's Day, lots of company came in from West Hollywood and other adjacent points to wish the folks "Happy New Year."

FAMILY REUNIONS

BRING JOY TO MANY
Another family program, that was the "tops" as far as everyone was concerned, was the Dr. J. E. Gossard family dinner party at the home of the daughter, Mrs. John Gaylord in Glendale; this included Miriam from U.C.

Mrs. E. C. Foster of 65 S. Baldwin has a house full of holiday people who helped her see the old year out and the new one in; they are: her cousin and her husband, Mr. and Mrs. Charles Rice of Ocean Park, her son and his wife, Mr. and Mrs. Frank Foster of San Bernardino, and Mr. and Mrs. Albert Humphries.

Dr. and Mrs. C. L. T. Herbert of 75 Bonita and their San Diego guests, Mr. and Mrs. R. W. Hayden, were entertained on Christmas Day by mutual friends in El Sereno.

Among others from Sierra Madre who witnessed the game in Pasadena New Year's day were the Frank L. Lovells of Belle Vue Court with their holiday guests, Mrs. Lovell's nieces, the Misses Florence Burton and Grace Morgan of Salt Lake City. Mrs. Lovell is feeling very well again after her recent attack of flu.

Guests at the Samuel Mercer residence, 258 Adams street are: Mr. and Mrs. Richards S. Mercer and family.

The Samuel Mercers of Sierra Madre have as their house guests Mr. and Mrs. Oscar R. Jacobson and family, and Mr. and Mrs. Albert Connell and children, of Mecca, California.

Miss Daisy Hawks of 50 E. Grandview and the Randolph Woods of 255 N. Hermosa were Christmas guests of the J. R. Bramble of Duarte.

YOUNG AND OLD HAVE GAY HOLIDAY PARTIES

The Arthur Martins of 56 West Mira Monte, who have just arrived from Bay Meadows, were holiday guests of old friends last week—Mr. and Mrs. Alex Russell of the Arliss apartments in Hemet.

One of the most enjoyable Christmas parties was that given by Genelle Paschall of 310 E. Highland on Christmas night to about 25 out-of-town guests. It is Mrs. Paschall's intention to make this annual affair. A lovely tree graced the beautiful old colonial drawing room.

Fourteen guests in jovial mood gathered under the Wammock roof at 258 East Central avenue, to do justice to royal holiday fare on Xmas, and to enjoy the lovely Christmas tree. Among the guests were Mrs. Wammock's father, Mr. E. C. Poluae, her sisters, Mrs. Gordon Brooks, and Mrs. Merrill Scoville and their families.

Mildred Curtis Bolms.

Safeway offers for 1936

Lowest everyday prices. Finest quality meats. Money back guarantee. Family circle service. Convenient neighborhood stores. Efficient service by courteous clerks. Finest quality produce.

To even the most discriminating food buyer, our stores give assurance of pleasant deals, year in and year out. Our customers are offered the finest in meats, groceries, fruits and vegetables at consistently low prices. In addition to reasonably priced quality merchandise, we include efficient service at conveniently located stores in our bid for your patronage during 1936. Backing up every statement that we make, is our money-back guarantee. Now, at the beginning of the new year, is an excellent time to start our famous thirty day money-saving test. Buy all your food supplies in our stores for a period of one month. See how much you save!

COFFEE VALUES

A coffee for every taste, from mild and mellow to vigorous and full-bodied.

AIRWAY
Freshly Roasted Pure Brazilian. A mild blend. (3-lbs. 44c)
lb 15c

Edwards'
Dependable blend, vacuum packed. (2-lb. can 39c)
1-lb. Can 21c

NOBHILL
Treat yourself to the finest in quality coffee. Ground to order.
1-lb. Bag 20c

BUTTER
Lucerne High Score in quarters **lb. 38c**
BUTTER
La France Choice in quarters **lb. 37c**

BUTTER
Lucerne High Score in quarters **lb. 38c**
BUTTER
La France Choice in quarters **lb. 37c**

BUTTER
Lucerne High Score in quarters **lb. 38c**
BUTTER
La France Choice in quarters **lb. 37c**

| | | | | |
|-------------------|--|-------------------|-----------------------|-----|
| Sugar | Pure Cane 10-lb. bag | 49c | Granulated 10-lb. bag | 47c |
| Crackers | Snow Flake Sodas or Honey Maid Grahams | 1-lb. box | | 15c |
| Libby's Peaches | Sliced or Halves | 2 No. 2 1/2 cans | | 29c |
| Del Monte Peas | Early Garden | 2 No. 2 cans | | 25c |
| Corned Beef | Finest | 12-oz. can | | 15c |
| Flour | Golden Heart 24 1/2-lb. bag | 83c | No. 10 bag | 37c |
| Baking Powder | Calumet Brand | 1-lb. can | | 19c |
| Formay | Blended Shortening | 3-lb. can | | 52c |
| Jell-well | Cube Flavored Gelatin Dessert | pkg. | | 5c |
| Shore Dinner | Fish Loaf | 13-oz. can | | 13c |
| C.H.B. Pickles | Sweet, Mixed Sour, Dill | pt. jar | | 17c |
| Fig Bars | 16 Tasty Bars in Cellophane | pkg. | | 9c |
| Baby Limas | Dried Beans | 2-lb. bag 13c | | 7c |
| Sunsweet Prunes | Extra | 1-lb. pkg. | | 10c |
| Large Prunes | "Sunsweet" | 1-lb. pkg. | | 8c |
| Medium Prunes | "Sunsweet" | 1-lb. pkg. | | 13c |
| Troco | Durkee's Premium Nut Margarine | 2 lbs. | | 29c |
| Oleomargarine | Dinner Bell | lb. | | 12c |
| Canned Milk | Max-I-mum Evaporated | 3 tall cans | | 17c |
| Ovaltine | Food Drink | 14-oz. can | | 57c |
| Pineapple | Libby's Crushed or Tidbits | 2 8-oz. cans | | 13c |
| Kern's Jellies | And Preserves | 3 7-oz. jars | | 25c |
| Dog Food | Strongheart Pet Ration | 3 tall cans | | 13c |
| Matches | Favorite Brand | carton of 6 boxes | | 17c |
| Scotch Granulated | SOAP Large package | | | 20c |
| Zee Tissue | Ivory White Toilet Paper | 3 rolls | | 10c |

Quality Meats

PRIME RIB ROAST First five ribs, cut from fancy steer. (Boned and Rolled Rib Roast, lb. 29c.) **lb. 23c**

FANCY RUMP ROAST Your choice of any rump cut from fancy steer beef. Note this week's price. **lb. 22c**

CORNER BEEF Made from tender, juicy boneless brisket. A truly fine product. **lb. 18c**

MINCE MEAT Mince meat with the real old-fashioned flavor. Try it now. **2-lb. 19c**

SAUSAGE 100% pure pork and spices. Per pound **32c**

WHITE RIBBON Cuddly's White Ribbon Brand shortening. For baking or frying. **per pound 13c**

FANCY POULTRY Full assortment of fancy Turkeys, Roasters, Colored Hens. **AT LOW PRICES!**

MEAT PRICES EFFECTIVE THROUGH SATURDAY NIGHT, JANUARY FOURTH In Safeway-operated markets in Los Angeles and neighboring towns

SAFEGWAY

SOME SIDELIGHTS ON THE GREAT ROSE TOURNAMENT

(Continued from Page One)

marshal of the Tournament, and our own Governor Merriam. Well, the two governors exchanged gubernatorial quips with the queens, and the queens did as any sub-debs would do in the presence of their elders—smiled happily, or perhaps respectfully. And it looked as if our governor got the best of it, with a queen on each side and him telling the Texas Governor where to get off. But then, as the four of them left to enter cars and be driven off to a luncheon before the football game, doggone it if that Texan didn't grab off both queens for himself and ride away with them, leaving our governor to follow in a car all by himself. O.K. as a courtesy to the visiting governor, but you should have heard the grandstand laugh.

ONE TIME the people didn't laugh and cheer was when the big Will Rogers floats went past. There were two of them, both commercial. A great idea, and both of those floats superb. But, somehow, you sort of wished that there'd been no advertising mixed in with it. Even as it was everyone in the reviewing stand rose, the men baring their heads as thousands did along the parade route.

FOLKS WHO crowded about the Sierra Madre float in the "Post Parade," and many who watched the great pageant move, simply couldn't make out how even this town could collect so many wistaria blooms at this time of year. And they must have been connoisseurs or they wouldn't have known that wistarias don't bloom in winter. That shows how well the wistaria blooms were simulated by the group of young women who worked at the Woman's Clubhouse all day Tuesday—with thousands of lavender sweet pea blossoms tied into drooping clusters. And were those pea-blossoms hard to get—and then assemble to look just right!

INCIDENTALLY, ALL local patriots can regard Sierra Madre's entry in the Tournament as one of the greatest advertising "coups" ever made—a good million dollars' worth of publicity, just about, for about \$200 cash, not counting, of course, the labor involved. Apart from the newspaper publicity, here and elsewhere, was the immensely valuable radio time given the local enterprise. In this respect, Sierra Madre shared exactly as well as the top-line prize-winners. Sierra Madre's float and the town itself was described from coast to coast by means of the National Broadcasting and the Columbia networks, over KFI and KHJ. Similar broadcasts praising the local enterprise and its inspiration were sent out over KMTR, KFSD and KNX, to Pacific Coast stations. In each case the description credited the float to "Sierra Madre, the famous Wistaria Town."

AND IF you don't think the out-of-town press treated little old Sierra Madre right, read this fine notice that appeared in Wednesday's Pasadena

Star-News under the caption: **SIERRA MADRE'S CREATION ARTISTICALLY FINE**

Four outstanding attributes that characterized the charming little town of Sierra Madre, nestled close beside the mountains that overlook San Gabriel Valley, were emphasized graphically on one of the most artistic contributions in today's tournament of roses festival. The entry was designed and its decorations supervised by Alfred James Dewey, Sierra Madre resident, and artist of national reputation.

Sierra Madre as a colony of those devoted to the finer things in life, art, music, literature, was well described on this float, which also commemorated the city as the place where the world famous wistaria vine flowers each spring. Personifying Sierra Madre's characteristic qualities were four girls riding on the float as follows: Frances Scott Key, representing art; Haidee Addis, music; Helen Jackson, health; and Evelyn Solary, literature. These girls were gowned in classic Grecian dresses, yellow, orange, bronze and purple, being the colors.

Purple and gold were the predominant colors, 200,000 sweet peas, stocks, heather, bachelor buttons, lantana, asters, and daisies being used.

The float was designed to represent a pergola covered with wistaria vines made of thousands of purple sweet peas and lantana. A grape vine was used as foundation for the sweet peas, and pillars and pergola frame were of white sweet peas.

At the back of the float was a picture of blue and purple mountains, a golden sun on a light blue sky. There were rolling hills visible on the floor of the float. The apron was in green to represent the foothills of Sierra Madre, and the purple haze which hovers over the town, was imitated cleverly.

In addition to a committee of ten representative citizens of Sierra Madre, who took the initiative in making this entry possible, 25 other workers took part in its construction. It was one of the most colorful and distinctive entered by towns of under 5000 population.

YOU SHOULD have heard the crowds calling out "Oh, Frances as that beautiful went past on the Wistaria Town float. Block after block they did it. And Frances, smiled and waved. It started this way. Right where the crowd was thickest a girl in an office building window who came from Braddock, Pa., and who hadn't seen Frances for years until she spied her on the float, recognized her and let out her soprano whoop of joy—which the crowd took up—with increasing enthusiasm. The cry "Hello Frances," passed along as the float moved for blocks. For Frances sure was somebody worth getting a smile from. But many a lonely feller from Lompoc or Saugus will remember that name and the smile he got.

A LAUREL wreath for Joe Swanson, secretary of Sierra Madre's firemen. Joe

HOLIDAY GRID GAME TO BE AN ANNUAL EVENT

SIERRA MADRE'S "East versus West grid classic" was inaugurated on Sunday when Henry Neutzels' Eastside team beat Joby Kiggins' Westsiders 12-0 at a game played on the gridiron of the Woodrow Wilson Junior High School.

The first touchdown came in the second quarter of the game when Neutzels running around his own left end, went over the goal stripe. A kick for the extra point failed. After a long march down the field in the beginning of the last quarter the Eastsiders brought the pigskin to the Westside's 20 yard line where Sam Schwartz made a line plunge of 10 yards advancing the ball to the 10 yard line. On the next play Carl Scalzo received the ball and literally shot through the line for ten yards and a second touchdown.

About a hundred hometown spectators saw the contest and were of the opinion that the game should become an annual event. Both teams possessed football ability but were lacking in practice. A week of preparation in working out a system of plays would put the teams in order for a good showing. This could be done during the Christmas vacation when most of the players would be home from school. The line-up Sunday was as follows:

For the Eastside: Payton Wolfe at right end, George Smith, rg; Schizuo Kunihiro, rg; Jack Paschall, c; Warner Marty, lg; Lanny Davis, lg; George Tyler, le; Henry Neutzels, q; Tom Scalzo, rg; Sam Swartz, lb; and Carl Scalzo, f.

The Westside was composed of: Bob Coit, le; Don Blank, lt; Milton Hollingsworth, lg; Neil McCarron, c; Mitsuo Kunihiro, rg; Frank Hora, rt; Herbie Lacey, re; Gene Mishima, q; Wes Perry, lb; Joby Kiggins, rh; and Rudy Lichnog at fullback. Dan Parker was referee of the game.

worked like the very duce all night on the float, then helped to drive it over to the place of rendezvous. And just in case, he had a couple of fire-extinguishers along. And speaking of the firemen, another wreath for Mrs. W. D. Richards, wife of the able chief. She was one of those who worked all day, then all night—right up to the time the float got away. Even then she didn't call it a day but was one of the first to hustle over to the line of march as one of the boosters for the local entry.

SPEAKING OF the sort of public spirit that makes any town—or Nation—great, take the svelte Jean Key for example. She began working on the float at 7 o'clock Tuesday morning. So, for that matter, did young and equally svelte Mrs. Jim Dewey. And both of those girls worked right on through all that day and all that night—two of the cleverest artificers of synthetic wistaria you ever saw. Then, as the float rolled off in the chill dark of that New Year's dawn, I'll be darned if Jean didn't hop on and ride it all the way down. That was no joyride, either, for the truck had to be "way over at 3100 Foothill boulevard by 5:15 where it joined a flock of 15 other floats—Covina's, Altadena's, Australia's, Lompoc's, and such—where they were picked up by a convoy of motor-cops who saw them safely to the starting point.

CALIFORNIANS learned to love Texans even before that game in the Bowl. They have a way about them, and an accent. Two Lone Star brethren, groomed to a polish and amiably lit, showed up in the Tournament Park grandstand and proceeded to make everyone feel at home. They were just like a perfect host and his most intimate friend at a garden party. "Everyone having a good time?" "Isn't Pasadena great?" "Happy to see you here." And, "Just makes us feel mighty awful to beat you folks this afternoon in that ol' football game."

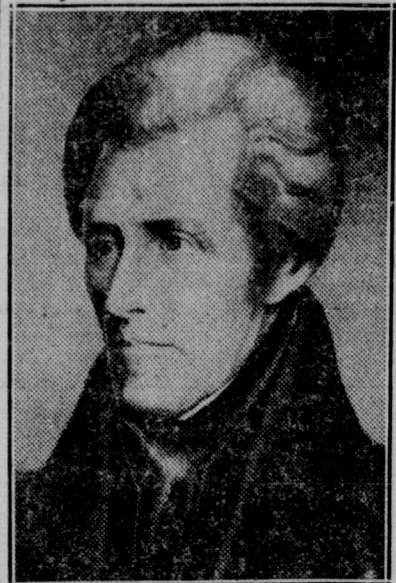
Invite Townsfolk To Legion Dugout To See A Picture

Commander Russell Lovejoy of the Sierra Madre Legionnaires announces that moving pictures of the 1935 National Convention of the American Legion held in St. Louis will be shown in the Legion dugout at the City Hall on Monday evening at 7:30. Rudolph Hartman will project the pictures. There will be a general meeting, refreshments will be served and everybody is cordially invited to attend free as guests of the local post.

FRIENDLY INDIANS WILL MEET TOMORROW

Members of the Friendly Indian Boys are asked to meet in the gymnasium of the Congregational Church on Saturday at 2 p.m. Friendly Indians from Monrovia will be present to engage in a basket ball game with local F. I's.

Democrats Open Roosevelt's Campaign On Birthday Anniversary Of Andy Jackson



Andrew Jackson



Franklin D. Roosevelt

Democrats of the Eleventh Congressional district will join their party brethren the country over in staging an opening to President Roosevelt's 1936 drive for reelection on Jackson Day, January 8 at a banquet at Vista del Arroyo hotel.

Guests will hear the President

broadcast his first official campaign speech of the year at 7 p.m., Pacific Standard Time. A local speaker will also be heard and an opportunity to contribute to the Democratic campaign fund.

Local reservations may be made through Mrs. John H. Osgood or Mrs. Grace B. Calkin.

Local Forum Will Debate City Rule

(Continued from Page One)

ment in the out-door part of the program, and Fred LaLone, locally celebrated for his knowledge of game and wild life, will be one of the speakers.

On January 14, heading the year's series of up-to-date economic and political discussions, the Hon. Nathan W. Hale, of Tennessee, will speak on the Old Age Revolving Pension Fund, commonly called the Townsend Plan. This meeting is to be held in the school auditorium because of the large attendance expected, delegations already having declared their purpose to come to Sierra Madre for the occasion from Pasadena and elsewhere.

Another outstanding attraction early in the year's program will be a discussion of the present financial outlook by C. A. Vane, now a resident of Sierra Madre, former general manager and counsel for the National Automobile Dealers' Association.

Except when specially announced as being held elsewhere all Forum meetings will be held at the auditorium in the City Hall at the regular hours of 7:45 every Tuesday evening, and the Forum management asks citizens generally to show their goodwill by keeping these nights as free as possible from other engagements.

EXCEPTIONAL BILL AT ARCADIA THEATRE

Today, Gillette's Arcadia theatre is showing the new and exciting screen musical "Stars Over Broadway." This is one of the most entertaining and tuneful pictures to come to the screen. There is an exceptionally talented cast which includes Pat O'Brien, James Melton, Jane Frazee, Jean Muir and Frank McHugh. Companion picture on this bill is "Two Fisted," featuring Lee Tracey.

Beginning Saturday and continuing through Monday, glamorous Joan Crawford opens her latest picture "I Live My Life." On the same bill appears "Case of the Lucky Legs," in which Warren William starts a screen search for the girl with the world's most beautiful legs.

Tuesday and Wednesday Jack Benny's starring picture, "It's in the Air," opens at the Arcadia. Companion picture on this bill is Jack Oakie and the famous team of Burns and Allen in the "Big Broadcast." Selected shorts and News reel complete this exceptionally fine bill.

CAGNEY AND TIBBITT AT LYRIC THEATRE

Familiar is two-fisted James Cagney who comes to the fore once more in "Frisco Kid," now claiming first place in the double feature program at the Lyric Theatre in Monrovia. Patterned obviously as a companion piece to "Barbary Coast," Mr. Cagney's hero will exercise his usual appeal. He is portrayed as a young sailor mixing in street brawls with a rascally bully. Actors and directors make the most of their material, which results in a good story, leaving much to the imagination.

On the same bill is a rare treat in store for music lovers, for never has Lawrence Tibbitt had so admirable an opportunity to show the range and dramatic quality of his fine baritone as in the brilliant photoplay "Metropolitan." Mr. Tibbitt sings his way with splendid zest and spirit from the fascinating Negro spiritual, "Glory Road," through "The Road to Mandalay," and "Barber of Seville," "Carmen" and "Il Pagliacci." Alice Brady gives a vivid exhibition of temperament as the unbelievably vain diva.

Added attractions and selected short subjects make up for a well balanced and entertaining program.

Sierra Madre Shines In The Rose Parade

(Continued from Page One)

morning ready to cheer their home-town's entry. It became at last a choice—to see the float or miss the football game, or miss the float and beat it for the Rose Bowl. The local float occupied a middle place in the fourth division, between the Venice and the Covina entries, and a spectacular band publicizing a Hollywood actor heading the group.

The group, unfortunately, was something of a huddle by this time—trying to make up lost time after another delay and spectators rapidly getting away—so that the Wistaria float didn't get a proper break even from the broadcaster at the park. But the float was beautiful, all right, the girls all smiling—and this reporter wondered how they could look so lovely after that early start and their strenuous day. And those who'd resisted the impulse to beat it for the game felt repaid and whooped it up for Sierra Madre.

There was one point of honor regarding the Sierra Madre float that shouldn't be overlooked, which is that there probably wasn't another float in the whole vast pageant that was so purely an example of civic effort, co-operation, and goodwill. The local float was a homemade product, of local inspiration and design—"racy of the soil," as the novelists say, and with a great share of Sierra Madre's native beauty in it. And all the work of local volunteers.

This was what really put it in a class by itself. All the other floats—gorgeous, most of them, to the last degree—had that tailored look about them that comes only in the work of trained professionals. And this, of course, was exactly what they were. The trend toward the professional output—the thorough commercialization—of the float-making business—has progressed from year to year to this year's high.

As someone said, "It's no longer the towns that compete with their floats—except as they put up the money. It has become a contest of rival designers and competing florists."

Nonetheless, all honor to Sierra Madre's neighbor, South Pasadena, whoever made that city's magnificent prize-winner, and to the designers of the perfectly executed Long Beach and other floats.



SURELY your snapshot collection contains some treasured pictures worth enlarging. Bring the negatives to us and we'll make the enlargements in suitable sizes for framing.

Prices are reasonable and you can always depend on us for the best in quality.

And, of course, you'll bring your exposed films to us for developing and printing. We carefully watch your pictures to insure the best results.

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'Round the town—

Mrs. E. E. Fairbanks of 86 East Highland avenue is spending the week in Long Beach.

We are sorry to report that John H. Osgood of 617 W. Montecito street is ill in bed.

Mr. and Mrs. Earl C. Wilcox of 550 Wilcox Road, were in Death Valley until New Year's Day.

G. H. McGuire and daughter, Naomi of Long Beach spent Tuesday in Canyon Park visiting friends.

Charles B. Jackson of Zenith, North Dakota, paid a surprise visit to Dr. C. T. L. Herbert at his office last week.

Mrs. Marion L. Hays of Sierra Madre is recovering and well on the road to health after her recent operation.

Miss Ruth Allen of 248 San Gabriel Court has had as her weekend guest, Miss Florence Gillon of Alhambra.

Mrs. Al S. Myers and daughter Alberta of 101 Esperanza have been confined to their home with an attack of flu.

Mr. and Mrs. N. T. Barhydt of Glendale, were recent holiday visitors at the Fred Holmes' residence in Mira Monte street.

Kenneth Allen of 248 San Gabriel Court has returned to the U. S. S. Lexington after spending several days at home.

Mrs. William Robertson will be hostess to the Canyon Park Thimble Club this afternoon at her home "Moonwinks" on Woodland Drive.

Mrs. Ellen Marts, 686 Woodland Drive, left Thursday night by

Greyhound stage for Sterling, Colorado, for a visit with her sister.

Miss Bette Sandor of Cleveland, Ohio, is a winter guest of her sister, Mrs. Margaret Cooper of 179 North Lima street.

Mrs. May Barlow, of 52 East Highland avenue, returned to Sierra Madre New Year's night after a short visit with her son Earl Barlow, who is stationed at Fort Bliss, El Paso, Texas.

Mrs. Agnes W. Leighton of 125 Central avenue has as her house guest for an indefinite period, Mrs. Clara Aubechon, of St. Louis Mo. They went to Pasadena on Wednesday to see the Rose parade.

A group consisting of Mr. and Mrs. R. E. Tyree and family, George and Dorothy Tyree and Florette Brown of Monrovia, were weekend guests of Mr. and Mrs. Michael Adair of San Clemente.

Rolland Ellison, head chef at Mrs. Preston's Coffee Shop, was called to Santa Monica last Saturday on account of the critical condition of his father, C. H. Ellison, prominent Los Angeles construction engineer.

Clarence L. Virgin, superintendent of all industries at John Brown University at Siloam Springs, Arkansas, left here on New Year's day to resume his duties in the southern state. Mrs. Virgin will remain with her mother, Mrs. Ella A. Cadmus at 601 Woodland Drive.

PRISCILLAS TO MEET
The Modern Priscillas will meet at the home of Mrs. H. B. Hersey, 575 North Hermosa on Thursday, January 9. Mrs. W. S. Hull will assist Mrs. Hersey.

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Corned Beef Tongues 1b. 18c

Wilson's Certified Oleo 2 lbs. 27c

SHORTENING

Fluffo 1b. 14c
Acorn 1b. 12c
Jewell 1b. 14c 4lbs. 54c
Swift's Silver Leaf Lard 1b. 18c

Cube Steaks ea. 10c

A choice individual steak, made more tender by our cubing machine

Korn Kountry Bacon 1b. 42c

Heavy and Fat

Swift's or Morrell's Bacon, sliced, 1b 39c

Swift's Premium 1/2lb. pkg. 22c

Gr'nd Beef Our Usual Quality 16c

Chuck Roast 1b. 18c

Fresh Side Pork 1b. 30c



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And baby is not the only member of the family who will appreciate the hygienic purity of Royally Laundered blankets. Clear soft waters, special soaps and proper drying assure their return as clean and soft as when new. Bindings may be replaced at a slight additional cost. Moth proofing service is desired.

The Royal
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The Sierra Madre Shopping News

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FRIDAY, JANUARY 3, 1936

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SHORTENING

Fluffo lb. 14c
Acorn lb. 12c
Jewell lb. 14c 4lbs. 54c
Swift's Silver Leaf Lard lb. 18c

Cube Steaks ea. 10c

A choice individual steak, made more tender by our cubing machine

Korn Kountry Bacon lb. 42c

Heavy and Fat

Swift's or Morrell's Bacon, sliced, lb 39c

Swift's Premium ½ lb. pkg. 22c

Gr'nd Beef Our Usual Quality 16c

Chuck Roast lb. 18c

Fresh Side Pork lb. 30c

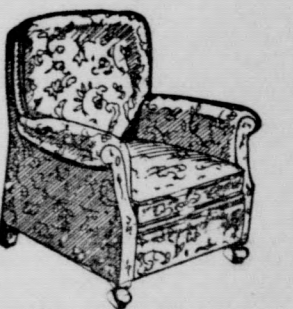
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Saturday, Sunday, Monday
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with Joan Crawford
and "LUCKY LEGS"
with Warren William

Tuesday and Wednesday
January 7 and 8

"It's In the Air"
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